### GOVERNMENT OF ANDHRA PRADESH ABSTRACT

Electoral Rolls – Summary Revision of Photo Electoral Rolls with reference to 01-01-2010 as the qualifying date – Payment of bill of Rs.33,20,625/- to M/s Ramakanth Advertising Private Limited, Hyderabad towards the cost of Press Advertisement regarding Awareness and Publicity Campaign in all editions of Vaartha, Andhra Jyothi and Etemad News papers on 26-05-2010 – Sanctioned – Orders – Issued.

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## GENERAL ADMINISTRATION (ELECTIONS.C) DEPARTMENT

## G.O.Rt.No. 3060

Dated: 22-06-2010 Read the following:-

- G.A. (Elecs.E) Dept. Lr.No. 1007/Elecs.E/A2/2010-6, dt: 17-05-2010.
- 2. From M/s Ramakanth Advertising Pvt. Ltd., Hyderabad Invoice No.86/10-11, dt: 27-05-2010.
- 3. Govt.Memo.No.13023/371/BG.III/2010, dt:26-05-2010 of Finance (BG.III) Department.
- 4. G.O.Rt.No. 2922, Fin. (BG-III) Dept., dt: 18-06-2010.

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#### ORDER:

The Government in the letter 2<sup>nd</sup> read above, M/s Ramakanth Advertising Private Limited, Hyderabad was requested to prepare three different layouts of the paid advertisement regarding Summary Revision of Photo Electoral Rolls with reference to 01-01-2010 as the qualifying date and the Agency inserted the same in all editions of Vaartha, Andhra Jyothi and Etemad newspapers on 26-05-2010 and submit the bills for Rs.33,71,929/- as per I & PR approved rates for making payment as detailed below:

## Andhra Jyothi – All Edition

dt:26-05-2010

(33 Cm X 35 Cms = 1155 Sq.Cms)

Rate of Rs. 1,250/- per Sq. Cm) -- Rs. 14,43,750-00

## Vaartha - Combined Editions

dt:26-05-2010

(33 Cm X 35 Cms = 1155 Sq.Cms)

Rate of Rs. 1,500/- per Sq. Cm) -- Rs. 17,32,500-00

# **Etemad – Hyderabad Edition**

dt:26-05-2010

(33 Cm X 35 Cms = 1155 Sq.Cms)

Rate of Rs. 125/- per Sq. Cm) -- Rs. 1,44,375-00

Rs. 33,20,625-00

Add:-

Service Tax -- <u>Rs. 51,304-00</u>

Total Amount Rs.33,71,929-00

(Contd..2..)

- 2. Government, after careful examination have viewed that the Service Tax has to be borne by the firm/advertising agency and decided to pay Rs.33,20,625/- (Rupees Thirty three lakhs twenty thousand six hundred and twenty five only) towards Advertisement Charges after excluding Service Tax and Cess.
- 3. After careful examination, Government hereby accord sanction for payment of Rs.33,20,625/- (Rupees Thirty three lakhs twenty thousand six hundred and twenty five only) to M/s Ramakanth Advertising Private Limited, Hyderabad towards the cost of Press Advertisement regarding Awareness and Publicity Campaign in all editions of Vaartha, Andhra Jyothi and Etemad newspapers on 26-05-2010.
- 4. The expenditure sanctioned in para 3 above shall be debited to "2015 Elections MH 108 Issue of Photo Identity Cards to Voters SH (04) Photo Identity Cards to Voters 260 Advertisements, Sales and Publicity Expenses" and shall be met from the funds provided in B.E. 2010-2011 and vide G.O. 4<sup>th</sup> read above.
- 5. The General Administration (Claims.C) Department are requested to draw the amount sanctioned in para 3 above, obtain a cheque in favour of "M/s Ramakanth Advertising Private Limited, Hyderabad" and forward the same to this Department for taking necessary further action.
- 6. The Pay and Accounts Officer, Hyderabad are requested to admit the bill in relaxation of Quarterly regulation orders issued in the Memo. 3<sup>rd</sup> read above.
- 7. M/s Ramakanth Advertising Private Limited, Hyderabad shall pay the Service Tax directly to the Government.
- 8. This order does not require the concurrence of Finance Department.

(BY ORDER AND IN THE NAME OF THE GOVERNOR OF ANDHRA PRADESH)

I.V.SUBBARAO
CHIEF ELECTORAL OFFICER & E.O.
PRINCIPAL SECRETARY TO GOVERNMENT

То

The General Administration (Claims.C) Department

The Pay & Accounts Officer, Hyderabad

The Deputy Pay & Accounts Officer, Secretariat Branch, Hyderabad Copy to:

The Director of Treasuries & Accounts, A.P., Hyderabad

The Accountant General, Andhra Pradesh, Hyderabad.

Finance (Expr.GAD.I/ BG.III) Department.

M/s Ramakanth Advertising Pvt. Ltd.,

401, Shiva Sai Sannidhi, Dwarakapuri Colony, Panjagutta, Hyderabad. SF/SC.

//FORWARDED::BY ORDER//

**SECTION OFFICER**